KeystoneGTM X **scalekit**

How Scalekit uses multi-intent capture and runs an automated GTM engine

Industry: Software Development | **Location:** Delaware | **Employees:** 50+

Executive Summary

Scalekit, an early-stage B2B enterprise authentication startup, needed to establish foundational processes for their Go-To-Market (GTM) strategy. They aimed to precisely identify high-value prospects among seed-stage (0–1M ARR) and growth-stage (1–10M ARR) B2B SaaS startups actively seeking authentication or integration solutions. Recognising the importance of intent-based insights, Scalekit required infrastructure to efficiently qualify prospects and streamline outreach.

Partnering with KeystoneGTM, Scalekit successfully adopted a multi-signal intent capture framework and structured qualification system. Using a mix of multi-intent infrastructure, account qualification logic, and automated outreach flows, the company engaged high-priority ICP accounts with relevant messaging. Keystone Rover surfaced high-propensity buying triggers like legacy tool usage (Auth0), enterprise-tier packaging, and SSO requirements.

Challenge

Scalekit, a B2B Enterprise Authentication startup, was looking to build and add structure to their early GTM (Go-To-Market) motion. Specifically, they had the following challenges in mind.

- Structured system to identify and action on in-market accounts
- Automated account qualification
- Build a precise account list
- Multi-signal intent infrastructure
- Searching for a repeatable process
- Lack of robust GTM infrastructure

Impact Areas

ScaleKit saw an early traction and built in the confidence to invest further into an in-house demand generation process.

- Enabled a GTM motion that surfaced two high-intent accounts, leading to successful POCs—providing early validation for Scalekit's outbound approach
- Enabled GTM Ops for structured intent capture and systematic conversion of in-market interest into pipeline
- Enabled continuous account qualification, prospect signal detection, and intelligent alerting to direct sellers toward high-impact actions.
- Bridged marketing and sales: A data-backed GTM system

Challenge

- **Structured system to identify and action on in-market accounts** from their two key ICPs: Seed-stage (0 – 1M ARR) and Growth-stage (1 – 10M ARR) B2B SaaS startups targeting enterprise deals.
- **Build a Precise Account List** leveraging sources like YC alumni, accelerator portfolios, and industry databases.
- **Multi-Signal Intent Infrastructure** (across Account level Intent Factors.ai and Person Level Intent rB2B) to prioritise accounts actively seeking authentication or integration solutions.
- **Automated account qualification**, which would enable them to detect users of a specific legacy tech product (Auth0)
- **Robust GTM infrastructure** to target outreach to their buyer personas, CEOs, CPOs, CTOs, and senior engineers via LinkedIn and email.
- **Searching for a repeatable process** in order to build confidence and invest deeper into channels.

Keystone Rover

To solve these challenges, Scalekit partnered with Keystone Rover. The approach included

- **Multi-Intent GTM Stack** to streamline account identification and prioritise startups falling within their Two Precise ICP Buckets, using KeystoneGTM's Qualification APIs
- **Qualification & Research framework**, ensuring high-value prospects were engaged based on enriched data, such as enterprise-tier packaging, SSO/authentication needs, and funding activity.
- **Custom ICP Research Module** that detects the presence of their legacy competitor, which is a signal for a company to sell into
- **Deploying an outreach system that integrates LinkedIn, targeted messaging sequences, and email campaigns** to systematically engage CEOs, CTOs, and key decision-makers.

As a startup, meetings and new conversations were absolutely essential.

Using products such as Factors, rB2B, and LGM, early success on the program brought in 2 key meetings that led to POCs and trials for the business.

TOOLS USED

factors.ai   RE2B   La Growth Machine

Impact Areas

- Enabled a GTM motion that surfaced two high-intent accounts, leading to successful POCs—providing early validation for Scalekit's outbound approach.
- Established a structured GTM operations layer to continuously capture multi-source intent signals and convert qualified interest into active pipeline.
- Activated continuous qualification workflows that identified legacy tool usage, applied enriched scoring logic, and surfaced timely seller alerts for outreach
- Created a scalable pipeline engine that systematically captured top-of-funnel interest from ICP accounts across India and the US.
- Enabled tighter sales-marketing alignment through a data-backed GTM system, supporting coordinated outreach and faster qualification.

Positioning for Startups

For early-stage SaaS companies, the real challenge is not just executing GTM but **figuring out if a channel will work before committing resources**. KeystoneGTM Rover enabled Scalekit to:

- Enabled multi-intent GTM infrastructure to orchestrate continuous signal capture, qualification, and pipeline conversion
- Prove that outbound channels can be experimented for their enterprise motion.
- Hand off an automated LinkedIn and Email sequence, enabling their first sales hire to be productive from day one.

Key Learnings

- **GTM confidence is earned, not assumed**: For early-stage startups, KeystoneGTM Rover provided a structured way to test whether outbound channels could work before committing fully.
- **Intent architecture creates leverage**: Leveraging account-level and person-level signals (e.g., via Factors and rB2B) helped prioritise outreach toward companies actively exploring solutions.
- **Signals are only as good as your systems**: KeystoneGTM's qualification modules—such as detecting legacy competitor usage (Auth0)—helped action intent signals into actual outreach.
- **Structured process beats ad hoc hustle**: Having a repeatable research and qualification framework enabled Scalekit to scale conversations without relying solely on manual prospecting or guesswork.